

# **Appendix F**

# **Delivering Your Program**

## **Activity Packets** provided by Spina Bifida Association of Kentucky

The following pages provide helpful tips for collaborating with new partners and volunteers. Keeping these tips in mind, design packets to orient new partners to your folic acid promotion program. Preparing these packets before you program kicks off will allow you to involve other interested partners at any time in the promotion effort.

### **Advertising Agency**

#### **TIPS:**

- C Network with other not-for-profit agencies to acquire lists of ad agencies and contact names that do pro bono work for not-for-profit agencies.
- C Communicate your expectations. The agency can only do what you ask of them.
- C The agency may suggest a different approach to the campaign. Have an open mind and approachable attitude.
- C The campaign is your responsibility; they are only assisting you.
- C The agency may serve as an advisory committee by helping to formulate the goal of the campaign, offering connections with other clients or corporations that may assist your folic acid campaign, and so forth.
- C This is a free service: always say “please” and “thank you.”
- C Because it is a free service, deadlines may be hard to keep. Remember your ad agency partners are doing their best.
- C Always proof any work ad agencies do for you. You may proof a concept design, but the actual design needs to be proofed as well.
- C Be sure to let other partners review drafts of the agency’s work so that everyone can approve of the work done.

#### **ATTACHMENTS:**

Letter to agency  
 Follow-up letter  
 Creative Brief for outdoor advertising

## Outdoor Advertising

### TIPS:

- C     Locate all outdoor advertising agencies in the area the association serves, such as billboard companies, transit advertising, and mall advertisers.
- C     Send letter of interest, and explain a follow-up will occur when funding is received.
- C     Phone every other month to maintain the relationship.
- C     Get full details on the cost of posting, printing, shipping, handling, etc. before making a commitment. (Most companies may have a special rate for nonprofit organizations).
- C     Ask the ad agency you work with to recommend a printer and a funding source.
- C     Inquire about pro-bono opportunities (e.g., do they have time slots not booked which they will donate for use to promote folic acid?).

## **Publications/newsletters**

### **TIPS:**

- C     Locate lists for newsletter connections through the local Chamber of Commerce, the state business director, the phone book, the state Gold Book, etc.
- C     Compile lists with a contact name for each group or company.
- C     Network with friends, educational institutions, etc. for contacts. The sky is the limit.

### **ATTACHMENTS:**

Electric company letter

Electric company insert (In Appendix I on pp. I-18.)

Church bulletin insert

Sample Louisville Magazine insert

Direct mail letter

Direct mail insert for Pac Mail reaching 250,000 homes in the Louisville area.

“Project Healthy Babies” direct mail insert (In Appendix I on pp. I-19.)

## **Presentations**

### **TIPS:**

- C Know the material.
- C Ask a doctor who is associated with your association to lend slides of babies with spina bifida to be copied for presentations. Showing the impact of spina bifida will make the disability a reality to people who see the presentation.
- C Get your audience's attention and tell them how they can help in the prevention effort.
- C Following the presentation, encourage questions.
- C Hand out information on your association (e.g., brochures, flyers).
- C You are the expert on the topic, don't be nervous!

### **ATTACHMENTS:**

*Presentation* (In Appendix I on pp. I-20.)

*Speaking tips* (In Appendix I on pp. I-21.)

*Sample flyer*

## Health Fairs

### TIPS:

- C Contact health agencies, chiropractors, hospitals, educational agencies, etc. and explain your interest in health fairs. They will point you in the right direction. Once you have attended one or two fairs, they in turn will come looking for you to participate.
- C Have a slide or picture of a baby with spina bifida.
- C Either ensure that the people staffing your booth know the basic information you are trying to convey or have them take the names of people who are interested in learning more so that you can follow up with a phone call or letter after the health fair.

### ATTACHMENTS:

*Health Fair*

Health fair letter

Fact Sheet for volunteers available at the table (In Appendix I on pp. I-24-I-26.)

Volunteer sign-up for staff board, and volunteers

“Help Needed” response card/Fair brochure

Folic acid flyer distributed at table

## **Ready-made Materials for Volunteers** from Onondaga County, New York

This Folic Acid Awareness Week packet is provided as a do-it-yourself guide to conducting your organization's health promotion activities during Folic Acid Awareness Week, October 26 - November 2, 1996. The materials are designed to increase community awareness and involvement. This packet contains:

- C     Media Materials. A fill-in-the-blank news release and a broadcast public service announcement on folic acid. (In Appendix I on pp. 1-10.)
  
- C     Fill-in-the-Blank Proclamation. To be used by a local official in recognizing Folic Acid Awareness Week in your community. (In Appendix I on p. 1.)
  
- C     Community Suggestions. Activities your organization can do during Folic Acid Awareness Week. (Look to "Real World Examples" throughout the guide.)
  
- C     FYI Materials. The Department's folic acid brochure, fact sheet, a resource listing and publications request form. Also included are a March of Dimes reproduction slick for tray place mats and a poster provided by the March of Dimes. A list of March of Dimes chapter offices from which additional posters can be ordered is provided as well.

For more information, or assistance in mounting your organization's activities, please contact:

*Bureau of Community Relations  
New York State Health Department  
Corning Tower, Room 1084  
Empire State Plaza  
Albany, NY 12237*

*(518) 474-5370*

**Sample Checklist** from a folic acid promotion program in Onondaga County, NY for one of their partners: family planning service programs.

- / Inform all Family Planning Staff of Folic Acid Campaign in Onondaga County at family planning staff meeting (Aug. 1996)
- / Provide information to clinical staff regarding folic acid and prevention of neural tube defects (NTDs) at clinical meeting (Aug. 1996)
- / Provide clinical staff with articles regarding the risk and prevention of NTD (Aug. 1996) [Shaw, et al, JAMA, 275:1093-1096; Literature Monitor, Clinician Reviews, June. 1996, 57-59; Hine, J, JADA, 96:451-452]
- / Provide in-service to all staff regarding folic acid, prevention of NTDs, and the Campaign in Onondaga County. (Sept. 1996)
- / Have all clinical staff wear “Ask Me About Point 4 The Future” buttons on Lab Coats (Oct. 1996 - Dec. 1997)
- / Hang posters on “Point 4 The Future” in all family planning clinics (Oct. 1996 - Dec. 1997).
- / Display pamphlet in all family planning waiting rooms regarding “Point 4 The Future” Campaign. (Oct. 1996 - Dec. 1997)
- / Revise family planning education to include a statement on the need for folic acid in the diet of all women 15-44 years (Nov. 1996)
- / Encourage all family planning clinicians will discuss the importance of folic acid in the diet and to distribute “prescriptions” encouraging the daily intake of 400 micrograms (Oct. 1996 - Dec. 1997)
- / Revise the exit interview at family planning to re-enforce the daily intake of 400 micrograms of folic acid. (Nov. 1996)
- / Distribute materials about folic acid at the exit interview. (Oct. 1996 - Dec. 1997)